Toward a Theory of Behavioral Operations

Francesca Gino, Gary Pisano

Published Online: 11 Mar 2008 | https://doi.org/10.1287/msom.1070.0205

Abstract

Human beings are critical to the functioning of the vast majority of operating systems, influencing both the way these systems work and how they perform. Yet most formal analytical models of operations assume that the people who participate in operating systems are fully rational or at least can be induced to behave rationally. Many other disciplines, including economics, finance, and marketing, have successfully incorporated departures from this rationality assumption into their models and theories. In this paper, we argue that operations management scholars should do the same. We explore the theoretical and practical implications of incorporating behavioral and cognitive factors into models of operations management and suggest fruitful avenues for research in *behavioral operations*.

Previous Back to Top

Volume 10, Issue 4

Fall 2008

Pages 563-691

Article Information

Metrics

Downloaded 71 times in the past 12 months

Cited 448 times

Information

Received: March 21, 2006
Accepted: December 01, 2007
Published Online: March 11, 2008

Copyright © 2008, INFORMS

Cite as

Francesca Gino, Gary Pisano, (2008) Toward a Theory of Behavioral Operations. Manufacturing & Service Operations Management 10(4):676-691.

https://doi.org/10.1287/msom.1070.0205

Keywords

behavioral operations | decision making | beer game | system dynamics | cognitive biases

PDF download

Sign Up for INFORMS Publications Updates and News

SIGN UP

Partners Atypon crossref PORTICO

Institute for Operations Research and the Management Sciences

5521 Research Park Drive, Suite 200
Catonsville, MD 21228 USA

INFORMS (Institute for Operations Research and the Management Sciences) is a U.S. 501(c)(3) nonprofit organization; EIN: 52-1898636.

phone 1 443-757-3500

phone 2 800-4INFORMS (800-446-3676)

fax 443-757-3515

email informs@informs.org

Get the Latest Updates

Discover INFORMS
Explore OR & Analytics
Get Involved
Impact
Join Us

Recognizing Excellence
Professional Development
Resource Center
Meetings & Conferences
Publications
About INFORMS
Communities

PubsOnLine
2024 INFORMS/ALIO/ASOCIO International Conference
Certified Analytics Professional
Career Center
INFORMS Connect

Copyright 2026 INFORMS. All Rights Reserved
INFORMS Code of Conduct | Terms of Use | Privacy | Contact INFORMS | Sitemap

Follow INFORMS on: X Facebook Linked In Bluesky